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## UTILITIES COMMISSION

CITY OF NEW SMYRNA BEACH, FLORIDA

ELECTRIC, WATER, POLLUTION CONTROL

Post Office Box 100 | 200 Canal St.  
New Smyrna Beach, Florida 32170-0100  
(904) 427-1361

T.R.A. DOCKET ROOM



November 18, 2005

Mr. Ron Jones  
Chairman  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, TN 37243-0505

Received  
RON JONES

NOV 21 2005

TN Regulatory Authority

Re: Docket No. 05-00312

Co. ID# 0464864: Notification of change of the "Doing Business As" (DBA) from Sparks Communications to New Smyrna Communications by Utilities Commission, New Smyrna Beach

Dear Mr. Jones:

This letter is to notify the Tennessee Regulatory Authority (TRA) of the Company's change of the DBA of "Sparks Communications" to the new DBA "New Smyrna Communications". A copy of the Application for Registration of Assumed Corporate Name is enclosed to reflect the filing with the State of Tennessee Department of State.

The Company is authorized as Utilities Commission, New Smyrna Beach D/B/A Sparks Communications to provide facilities-based (via UNE-P) and resold local exchange and resold interexchange telecommunications services in the State of Tennessee pursuant to a certificate of public convenience and necessity issued by the TRA on June 10, 2004 via Docket No. 04-00052.

The use of the dba will not inconvenience or cause harm to the current 1,100 Tennessee Utilities Commission, New Smyrna Beach customers. Utilities Commission, New Smyrna Beach will file revised tariffs under separate cover to reflect the dba New Smyrna Communications. Consumers have been notified of this trade name change on their bills the months of June and July. Consumers were also mailed the enclosed separate mailer, which also included the trade name change. Consumers will continue to be provided high quality, affordable services at the same rates and under the same terms and conditions as currently provided.

An original and thirteen (13) copies of this letter are enclosed, as well as a check in the amount of \$25.00 to cover the requisite filing fee. Please date-stamp the enclosed copy of this filing and return it to us in the enclosed self-addressed, postage-paid envelope.

If you should have any questions regarding this request, please contact Angela Lee at 1-888-268-5285.

Sincerely,

Robert Rodi  
CEO

Enclosures

**EARN FREE PHONE SERVICE! IT PAYS TO TALK!**

June 8, 2005

Dear Friend,

First of all, thank you for remaining a loyal Sparks customer. We appreciate your business and strive each day to ensure you the best phone service at the lowest possible prices.

We want to take this opportunity to introduce your phone company's new name, New Smyrna Communications. We have changed our name to better reflect our Southeastern Region service area, but we remain the same company you signed up with for service. You will begin to see our new logo and name on letters and advertisements. It is also on the enclosed bill.

Finally, we have an exciting new promotion to share with you. You are a smart customer who knows the value of a dollar. You know you don't have to spend a lot to get high quality local and long distance phone service. Why don't you make some money telling others about how you save with New Smyrna Communications? For each person you refer to New Smyrna Communications who remains our customer for at least 6 months, you receive a \$5 credit on your phone bill. And there is no limit to the offer! If you have 10 friends and/or family members sign up, you receive a \$50 credit on your bill.\* That could mean free phone service for the month! Don't delay – it pays to talk!

Thank you,

New Smyrna Communications  
1-888-577-2759

\* Both original customer and new customer(s) must be active accounts for six consecutive months from the date of referral to receive the \$5 credit.